

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: ACC Men's & Women's Conference Tennis Championships Agreement

DEPARTMENT: Economic Development

DIVISION: Tourism

AUTHORIZED BY: William McDermott

CONTACT: Fran Sullivan

EXT: 2906

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute an agreement with Central Florida Sports Commission for the 2008 ACC Men's & Women's Conference Tennis Championships in the amount of \$5,000 to be held April 16-20, 2008 at Sanlando Park In Altamonte Springs.

County-wide

Bill McDermott

BACKGROUND:

This event has been held in Cary, North Carolina for the past three years. The 2007 event generated 1,150 room nights with an economic impact of \$275,000.

The 2008 event will be held April 16-20 at Sanlando Park in Altamonte Springs. A total of 1,279 room nights are estimated with total direct economic impact of \$375,866. Total resort tax and state sales tax to be recouped by the County is estimated at \$9,351.

This event will serve as the first of possible multi-year agreements for the Championship. Additionally, this new relationship with ACC may lead to future conference championships in other sports hosted in Seminole County.

Funds will be used to place the bid guarantee to secure the event for Seminole County. Funds are appropriated pending final approval of Tourism Development's FY 07-08 budget.

STAFF RECOMMENDATION:

Staff recommends the Board approve and authorize the Chairman to execute an agreement with Central Florida Sports Commission for the 2008 ACC Men's & Women's Conference Tennis Championships in the amount of \$5,000.

ATTACHMENTS:

1. Agreement

Additionally Reviewed By:


☒ County Attorney Review (Ann Colby)

**2008 ACC MEN'S AND WOMEN'S CONFERENCE
TENNIS CHAMPIONSHIPS AGREEMENT**

THIS AGREEMENT is made and entered this _____ day of _____, 2007, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **THE CENTRAL FLORIDA SPORTS COMMISSION, INC.**, whose address is 126 East Lucerne Circle, Orlando, Florida 32801, hereinafter referred to as "CFSC".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the "Local Option Tourist Development Act" in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, Section 125.0104,  Florida Statutes, provides that Tourist Development Tax Revenues may be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote publicly owned or operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of COUNTY's special taxing district in which the tax is levied; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, wishes to appropriate Tourist Development Tax Revenues as operational funds to host the 2008 ACC Men's and Women's Conference Tennis Championships, to be held at the Sanlando Park Complex in Altamonte Springs, Florida, from April 16, 2008 through April 20, 2008;

and

WHEREAS, COUNTY desires CFSC to place the tournament guarantee with the Atlantic Coast Conference (ACC) in order to secure the Event for the Complex,

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CFSC agree as follows:

SECTION 1. TERM. The term of this Agreement is from April 1, 2008 through September 30, 2008, the date of signature by the parties notwithstanding, unless earlier terminated as provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party as provided for herein or, at the option of COUNTY, immediately in the event that CFSC fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CFSC after CFSC has received notice of termination. Upon said termination, CFSC shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) CFSC shall use funds from this Agreement to operate and promote the Sanlando Park Complex by placing a bid for the Seminole County 2008 ACC Men's and Women's Conference Tennis Championships, as described in Exhibit A, attached hereto and incorporated herein by reference.

(b) CFSC shall submit written proof to COUNTY that the amount requested was in fact paid to ACC as a bid fee for the Event as listed in Exhibit A.

(c) All promotional packages sent out by CFSC for the Event, as

listed in Exhibit A, must contain a list of Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for reimbursement.

(d) CFSC is required to utilize the Event Questionnaire provided by the Seminole County Convention and Visitors Bureau. In order to qualify for reimbursement funds, CFSC must provide to the Seminole County Convention and Visitors Bureau after the Event a minimum number of questionnaires completed in full by attendees at the Event; the minimum number of required, completed questionnaires must be equal to ten percent (10%) of the projected attendance at the Event as stated in the grant application or one hundred fifty (150), whichever is greater. Incomplete or partial questionnaires will not count toward the minimum number.



Failure to provide the required number of completed questionnaires or failure to utilize the required form questionnaire shall result in non-reimbursement of approved funds and shall also directly impact future consideration for Tourist Development Tax funding.

(e) After-Event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after the Event.

(f) A hotel poll reflecting an accurate accounting of room nights used for each Event shall be conducted by CFSC and submitted to COUNTY no later than one (1) week after the Event.

(g) CFSC shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at CFSC's Event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the


duration of this Agreement.

(h) Failure to comply with or failure to meet the requirements of this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CFSC by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY and its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions and negligence of CFSC and its officers, employees, and agents in the performance of services provided hereunder

(b) **Insurance.**

(1) CFSC shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY, its officials, , officers and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by CFSC, CFSC shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate of Insurance shall contain a statement that it is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement. In lieu of the statement on the Certificate, CFSC shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in

accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CFSC shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by CFSC shall relieve CFSC of its full responsibility for performance of any obligation including its indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If during the period which an insurance company is providing the insurance coverage required by this Agreement an insurance company shall: 1) lose its Certificate of Authority, or 2) fail to maintain the requisite Best's Rating and Financial Size Category, CFSC shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CFSC has replaced the

unacceptable insurer with an insurer acceptable to COUNTY, CFSC shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CFSC, CFSC shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance shall become effective prior to the commencement of the Event and shall be maintained in force until this Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(i) CFSC's insurance shall cover CFSC for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(ii) The minimum limits to be maintained by CFSC (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CFSC pursuant to this Agreement shall apply on a primary basis and any other insurance or

self-insurance maintained by COUNTY or COUNTY's officials, officers or employees shall be excess of and not contributing with the insurance provided by or on behalf of CFSC.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide funds to CFSC up to a maximum sum of FIVE THOUSAND AND NO/100 DOLLARS (\$5,000.00) for placement of the tournament guarantee for the Event listed in Exhibit A to this Agreement. Said funds are reimbursable upon:

(a) Receipt by COUNTY of a Request for Funds Form, attached hereto and incorporated herein as Exhibit B, from CFSC requesting all or part of the above amount no later than ninety (90) days after the Event.

The Request for Funds Form shall be properly completed with attached documentation including the original or copy of invoices and copies of cancelled checks. Such request by CFSC shall only be for the bid specifically provided for herein. Failure to file the Request for Funds Form with COUNTY within ninety (90) days of each Event shall result in termination of this Agreement and forfeiture of all financial assistance to be rendered to CFSC by COUNTY pursuant to this Agreement.

(b) Verification by the Seminole County Convention & Visitors Bureau Director that CFSC has placed the bid for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

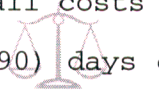
(c) The original payment requests shall be sent to:

Original: Director
 Seminole County Convention & Visitors Bureau
 1230 Douglas Avenue, Suite 116
 Longwood, Florida 32779

A duplicate payment request shall be sent to:

Duplicate: Director, Department of Finance
 Seminole County Services Building
 1101 East First Street
 Sanford, Florida 32771

(d) The final Request for Funds Form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the Event funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit C, shall include, but not be limited to, the actual number of hotel or motel rooms occupied, restaurant meals consumed, and estimated goods and services expenditures.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, CFSC shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. Each Request for Funds Form shall detail costs incurred. CFSC shall submit a financial report within ninety (90)  days of project completion or lapse or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to CFSC shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in this Agreement.

SECTION 8. UNAVAILABILITY OF FUNDS. CFSC acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to CFSC as provided hereinafter. COUNTY

shall not be obligated to pay for any services provided or costs incurred by CFSC after CFSC has received such notice of termination. In the event there are any unused COUNTY funds, CFSC shall promptly refund those funds to COUNTY or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. CFSC shall allow COUNTY, its duly authorized agent, and the public access to such of its records as are pertinent to all services provided hereunder at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

SECTION 10. LIAISON. CFSC shall submit the original copies of the Request for Funds Form and any other required reports or correspondence to the following:

Director
Seminole County Convention & Visitors Bureau
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

SECTION 11. NOTICES. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, with return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Convention & Visitors Bureau
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

For CFSC:

The Central Florida Sports Commission, Inc.
Attn: John Saboor, President/CEO
126 E. Lucerne Circle
Orlando, Florida 32801

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

SECTION 12. ASSIGNMENTS. Neither party to this Agreement shall assign this Agreement nor any interest arising herein without the

written consent of the other.

SECTION 13. ENTIRE AGREEMENT.

(a) It is understood and agreed that the entire agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

SECTION 14. COMPLIANCE WITH LAWS AND REGULATIONS. In providing all services pursuant to this Agreement, CFSC shall abide by all statutes, ordinances, rules, and regulations pertaining to or regulating the provisions of such services including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CFSC as provided hereinabove.

SECTION 15. CONFLICT OF INTEREST.

(a) CFSC agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

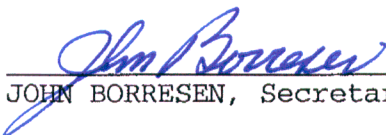
(b) CFSC hereby certifies that no officer, agent, or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5 percent), either directly or indirectly, in the business of CFSC to be conducted here and that no such person shall

have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CFSC hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the legislature or any other state or federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:


JOHN BORRESEN, Secretary

THE CENTRAL FLORIDA
SPORTS COMMISSION, INC.

By: 
JOHN P. SABOOR, President

(Corporate Seal)

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA



By: _____
CARLTON HENLEY, Chairman

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida.

Date: _____

For the use and reliance
of Seminole County only.

Approved as to form and
legal sufficiency.

As authorized for execution
by the Board of County Commissioners
at their _____, 2007
regular meeting.

County Attorney

Attachments:

- Exhibit A - Project Application
- Exhibit B - Request For Funds Form
- Exhibit C - Economic Impact Report

AEC/jjr
08/31/07

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2008 ACC Men's and Women's Conference Tennis Championships
The Central Florida Sports Commission, Inc.

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EXHIBIT A

APPLICATION
TOURIST DEVELOPMENT SPONSORSHIP
FY 2007-08

I. GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

(1) NAME OF ORGANIZATION Central Florida Sports Commission

(2) COMPLETE ADDRESS: 126 E. Lucerne Circle

STREET

CITY Orlando

STATE FL

ZIP 32801

PHONE 407-648-4900

FAX

E-Mail kstation@seminolecountyfl.gov

(3) NAME OF EVENT/PROJECT ACC Men's & Women's Conference Tennis Championships

DATE OF EVENT April 16-20, 2008 LOCATION OF EVENT Sanlando Park

DESCRIPTION OF EVENT Collegiate Men's and Women's Tennis

(3) CONTACT PERSON Keith Station

(4) ORGANIZATION'S CHIEF OFFICIAL John P. Saboor

TITLE President/ Chief Executive Officer

ADDRESS (IF DIFFERENT FROM ABOVE)

STREET

CITY

STATE

ZIP

PHONE

FAX

E-Mail

(6) AMOUNT REQUESTED \$ 5,000.00

(7) INTENDED USE OF FUNDS:

Bid Guarantee ☒ X

Promotion/Marketing ☐

- (8) A DETAILED, ITEMIZED MARKETING PLAN IS REQUIRED. INCLUDE COSTS AND CIRCULATION/DISTRIBUTION. USE THE SPACE PROVIDED BELOW OR YOU MAY USE A SEPARATE SHEET IF YOU PREFER.

MARKETING PLAN FOR TOURISM FUNDS

BROCHURE/FLYER: *N/A*

MAGAZINE: *N/A*

NEWSPAPER: *N/A*

RADIO/TV: *N/A*

INTERNET: *N/A*

OTHER MEDIA: *N/A*

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
– See Attachment A
- (2) What services does your organization provide?
– See Attachment A
- (3) How will your organization monitor expenditure of funds?
– See Attachment A
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?
– See Attachment A
- (5) What is your organization's experience in managing sponsorships and grants?
– See Attachment A

Provide three (3) years of this event's history, if applicable.

Previous Event: 2007 ACC Tennis Championships

Date April 19-22 Location Cary Tennis Park – Cary, North Carolina

Contact Name/Phone: Linda Smith/ 919-462-2061

Out-of-State Participants 234 Room Nights 1,150 Economic Impact \$275,000

Previous Event: 2006 ACC Tennis Championships

Date April 20-23 Location Cary Tennis Park – Cary, North Carolina

Contact Name/Phone: Linda Smith/ 919-462-2061

Out-of-State Participants 234 Room Nights 1,100 Economic Impact\$ 255,000

Previous Event: 2005 ACC Tennis Championship

Date April 21-24 Location Cary Tennis Park – Cary, North Carolina

Contact Name/Phone: Linda Smith/ 919-462-2061

Out-of-State Participants 220 Room Nights 975 Economic Impact\$ 245,000

III. EVENT INFORMATION (Use additional sheets where necessary.)

- (1) NAME OF EVENT: 2008 ACC Men's & Women's Tennis Championships
- (2) NUMBER OF DAYS: 5 DATE: April 16-20, 2008
- (3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)
NAME: Atlantic Coast Conference (ACC)
ADDRESS: 4512 Weybridge Lane, Greensboro, NC, 27407
PHONE: 336-854-8787
- (4) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY? Seminole County, Altamonte Springs and Sanlando Park will enjoy the notortiety and increased recognition and exposure by serving as the host community and venue for the event. Sanlando Park continues to develop national acknowledgement as a championship caliber facility.
- (5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS? Potentially, yes. The 2008 conference championship will serve as the first of a possible multiple year agreements for the Championship. In addition, this new relationship with the ACC may lead to future conference championships in other sports hosted in Seminole County.
- (6) PROJECTED NUMBER OF:
LOCAL PARTICIPANTS 0
LOCAL GUESTS 70
OUT-OF TOWN PARTICIPANTS 312
OUT-OF-TOWN GUESTS 330
OUT-OF-TOWN MEDIA 20
- (7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: 365 x 3.5 nights
- (8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. \$375,866

**PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM.
(A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON
www.visitseminole.com)**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				\$ 6,000.00
How many adult out-of state participant days expected?	260	\$ 139.00	4	\$ 144,560.00
How many adult out-of state attendance/spectator days expected?	330	\$ 139.00	4	\$ 183,480.00
How many out-of state media/professional days expected?	20	\$ 139.00	3.5	\$ 9,730.00
How many adult in-state attendance/spectator/participant days expected?	118	\$ 68.00	4	\$ 32,096.00
How many youth out-of state participant days are expected?		\$ 68.00		\$ -
How many youth in-of state participant days are expected?		\$ 57.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 375,866.00
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ 375,866.00		1.5	\$ 563,799.00
Total earnings impact:	\$ 375,866.00		0.57	\$ 214,243.62
Total employment impact:	\$ 375,866.00	1,000,000	22	8.27
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 375,866.00		0.06	\$ 22,551.96
		State Sales Tax	Florida DOR	
		Generated	Disbursement	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 22,551.96	Multiplier	\$ 2,176.94
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 375,866.00	\$ -	0.01	\$ 3,758.66
		Approximate Hotel	Average Room	
	Estimated Rooms	Rooms Secured	Rate Per Night	
	Per Night To Be Secured	1279	\$89.00	\$ 113,831.00
TOTAL HOTEL IMPACT:	365	3.5		
	Total Hotel	Impact	Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ 113,831.00		0.03	\$ 3,414.93
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 9,350.53
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ 9,350.53

IV. SPORTING EVENT (If Applicable)

(1) NAME OF SPORT/EVENT 2008 ACC Men's & Women's Tennis Championships

(2) LOCATION OF EVENT: Sanlando Park, Altamonte Springs, FL

Have Facility(s) been secured? Yes Facility(s) cost: Approximately \$2,000

(3) TOTAL NUMBER OF FIELDS NEEDED: 25 courts

(4) TOTAL NUMBER OF FIELDS NEEDED PER DAY: 25 courts

(5) NUMBER OF LIGHTED FIELDS REQUIRED: 5 - 10

(6) PROVIDE FIELD USE TIMES BY DAY: Approx 9:00am – 6:30pm each day.

(7) SPECIAL FIELD REQUIREMENTS (PLEASE SPECIFY): N/A

(8) SPECIAL SITE REQUIREMENTS:

*We will need to use two (2) racquetball courts for storage and hospitality.

*We will need to use the on-site computer lab for media purposes.

* We will need to reserve all pavilions for purposes of tournament use.

—

V. CULTURAL/CIVIC EVENT

SITE REQUIREMENTS: N/A

TOTAL EVENT BUDGET

Please complete the following budget summaries:

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		
Housing		
Food		\$500
Sanction Fees		
Site Fees		
Rights/Guarantees Fees		\$5,000
Officials		
Awards		
Equipment		\$550
Rentals		\$3,050
Insurance		
Security		
Labor		
Marketing/Promotions		\$500
Administrative Costs		
OTHER EXPENSES		
Medical	\$1,000	
Total In-Kind Expense	\$1,000	
Total Cash Expense		\$9,600
TOTAL EXPENSE		\$10,600

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		
Contributions**		
Grants		
Sponsorships**		
Sales (Merchandise + Gate)		\$2,800
Room Commissions		\$2,000
Tourism Funds		\$5,000
OTHER INCOME		
Medical	\$1,000	
Total In-Kind Income	\$1,000	
Total Cash Income		\$9,800
TOTAL INCOME		\$10,800

** Please provide a summary of current sponsors/contributors including the amount of their cash and/or in-kind contribution.

Please Note: If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted.

Attachments: Exhibit "B"
Sample Questionnaire
Event Checklist

ATTACHMENT A

1. What are your organization's goals and objectives?

The Central Florida Sports Commission is a non-profit, private organization created to attract international, national and regional events and sports-related business and activities to Central Florida. The Sports Commission is our community's clearinghouse and first point of contact for sports and sports-related activities, committed to developing the region's sports product. The Central Florida Sports Commission solicits and supports activities, events and sports related businesses that stimulate the Central Florida economy, construct and utilize sports facilities, enhance the area's image worldwide, provide outstanding entertainment and participatory opportunities, and contribute to Central Florida's quality of life.

2. What services does your organization provide?

The Sports Commission works regionally, nationally and internationally with event organizers in the areas of site/facilities selection, budget development, development of local organizing committees, and event management oversight. Additionally, the sports commission has successfully developed and managed a number of unique sports-related entertainment events.

3. How will your organization monitor expenditure of funds?

The Sports Commission will coordinate with the Seminole County Tourism Department to ensure that all of the necessary paperwork and proper justifications are submitted by the deadline in order to request remittance of reimbursable funds consistent with the terms of the agreement developed by Seminole County Government.

4. How will your event bring additional visitors and hotel room nights to Seminole County?

Ten (10) out of twelve (12) Atlantic Coast Conference (ACC) institutions are out-of-state universities including:

Boston College	Clemson
Duke	Georgia Tech
Maryland	North Carolina
North Carolina State	Virginia
Virginia Tech	Wake Forest

Florida State University (Tallahassee) and the University of Miami (Coral Gables) are the only in-state universities within the conference. Hotel accommodations, airport information, driving directions etc. will be provided to ACC administrators, tournament participants and spectators in order to maximize the number of hotel room

ATTACHMENT A Cont.

nights captured within Seminole County. The Sports Commission will accomplish this by supplying the ACC and its constituents with information on local attractions, entertainment options and other pertinent information relevant for area tourists.

5. What is your organization's experience in managing sponsorships and grants?

The Sports Commission has extensive expertise in the areas of event sponsorship and cause-related sports marketing. We assist with event naming rights negotiation, proposal and bid preparation, and formal presentations.

The Sports Commission has worked with the Florida Sports Foundation grants programs, and has also managed bid guarantee funds through Seminole County TDC with Florida Independent Softball Association (ISA), since 2003.

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.



Chief Corporate Officer

7/23/07
Date

Seal



Corporation Secretary

7/23/07
Date

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

REQUEST PERIOD FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)
Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

Exhibit "B"

Seminole County - Economic Impact

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?		\$ 139.00		\$ -
How many adult out-of state spectator days expected?		\$ 139.00		\$ -
How many out-of state media/professional days expected?		\$ 139.00		\$ -
How many youth out-of state participant days are expected?		\$ 69.50		\$ -
How many youth out-of state spectator days are expected?		\$ 69.50		\$ -
How many in state participant/spectator/media/ professionals expected?		\$ 68.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ -
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	\$ -
		Non-Taxable Sales		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax Generated	Disbursement Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ -	0.09653	\$ -
		Non-Taxable Sales	Option Sales Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ -	\$ -	0.01	\$ -
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:				\$ -
	Total Hotel Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ -